

# Quick Copy Class #18 - Steve's Monthly "Cheat Sheet" of Marketing and Copywriting Teachings for Smart Business Owners

Published monthly or whenever I get the urge. Usually a one page "from the trenches" single topic lesson about what's working now. See notes at the bottom before contacting me. Valued at \$15.00.



## *It's the offer, stupid...*

Back in 1992 the first George Bush was considered unbeatable in the upcoming US presidential election against then-Arkansas Governor, Bill Clinton (this was of course pre-Monica and the cigar!!)

You see Bush had successfully prosecuted the first Gulf War and was miles ahead in the polls. Clinton's campaign strategist, James Carville, a smooth operator saw a weak link in the Bush armour. Carville knew he couldn't beat Bush on foreign policy (Bush had a 90% approval rating at the end of the war in 1991) so he found a soft spot... the economy.

He coined the phrase, "It's the economy, stupid". Sharp, simple, to the point. And it really hit home by implying that Bush hadn't adequately addressed the economy (which was in recession) and the rest, as the saying goes, is history. Clinton ran on economics and went on to win not only the election but the hearts and minds of America... and a certain comely White House intern. But I digress. The phrase has been used ever since whenever someone wanted to instantly cut through the clutter and focus on an important issue.

*It's the deficit, stupid... It's the corporation, stupid... It's the voters, stupid...* are examples. And what about marketing?

### ***It's the offer, stupid!***

Legendary Gary Halbert said it was by far the most important part of a sales message. That's right, success or failure of any promotion can get down to the offer. A strong offer has 4 essential elements: WHAT YOU GET – THE PRICE – RISK REVERSAL/GUARANTEE – BONUSES.

Courtesy of Bill Meyers, here's neat little checklist to test every offer you write against...

- Does the offer appeal to the market's hot buttons?
- Is the offer written to appeal to market demographics (M/F, Gen Y, liberal, conservative etc)?
- Is the offer easy to understand?
- Is the price right for the market?
- Is there a "yes or yes" option?
- Is there a money back guarantee?
- Are multiple means of contact used and easy to find?

There you go... a mechanism to make your offers stronger (better chance for higher conversions!!!). See you next issue!

**Best, Steve**

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If you like these, you'll really make money with one of my ever popular live trainings or take home self-paced study programs. Send an email to [steve@copywritingclassroomonline.com](mailto:steve@copywritingclassroomonline.com) for more information about how to get started today. Copyright 2017. All Rights Reserved. Warning: All opinions are the authors. If you don't like them, unsubscribe. 2 ways to unsubscribe: 1. Don't participate (email, note, comment, suggestion, etc) for 6 months, or 2. Hit reply and put UNSUBSCRIBE in the subject. *Edition #18.*